



+ INDUSTRIAL DESIGN GROUP

HEWLETT-PACKARD COMPANY IS AN AMERICAN MULTINATIONAL INFORMATION TECHNOLOGY CORPORATION. IT IS ONE OF THE WORLD'S LARGEST INFORMATION TECHNOLOGY COMPANIES, OPERATING IN NEARLY EVERY COUNTRY.

THE INDUSTRIAL DESIGN GROUP BRINGS THE "SEXY" TO PRINTERS, COMPUTERS AND OTHER HP TECHNOLOGY. HP'S DESIGN TEAM APPLIES THREE PRINCIPLES OF THE DESIGN PROCESS AGAINST PRODUCTION DESIGN.

DESIGN TO SIMPLIFY

LEVERAGE DESIGN ASSETS ACROSS MULTIPLE PLATFORMS AND SIMPLIFY THE TECHNOLOGY EXPERIENCE.

DESIGN TO DIFFERENTIATE

CREATE CUSTOMER VALUE, COMPETITIVE ADVANTAGES AND BRAND RECOGNITION THROUGH DESIGN.

DESIGN TO INNOVATE

CREATE NEW, UNIQUE AND COMPELLING OFFERINGS.

+ DETAILS

HP EMPLOYEES 325,000

HP SHIPS APPROXIMATELY 3.5 PRODUCTS EVERY SECOND

NEARLY 90% OF THE WORLD'S LARGEST ELECTRIC AND POWER COMPANIES DEPEND ON HP SOFTWARE AND SOLUTIONS

OUR CARD PROCESSING SERVICES HANDLE OVER 6.6 BILLION TRANSACTIONS ANNUALLY

ALL OF THE FORTUNE 500 PHARMACEUTICAL COMPANIES AND THE WORLD'S LARGEST HEALTHCARE PAYERS AND PROVIDERS ARE HP CUSTOMERS

EIGHTY-FOUR PERCENT OF THE WORLD'S LARGEST TRANSPORTATION COMPANIES AND 88% OF THE WORLD'S LARGEST CONSUMER PACKAGED GOODS COMPANIES ARE HP CUSTOMERS

WE MANAGE OVER 200 DATA CENTERS, 380,000 SERVERS, AND 5.4 MILLION DESKTOPS

NO WAY!? US TOO !!!



+ WHEN OPPORTUNITY COMES KNOCKING... WE ANSWER

SINCE THE INCEPTION OF HP IN 1939 TO DATE, STEELCASE HAS NOT BEEN AWARDED A CONTRACT. **UNTIL NOW!!!**

+ APPROACH

HOW ARE WE GOING TO ACHIEVE A DYNAMIC ENVIRONMENT, WHILE CRAMMING A PACKED PROGRAM INTO LESS THAN 3000 SF? AND DID THEY SAY OPEN AND PRIVATE IN THE SAME SENTENCE? OH BOY!

THE INDUSTRIAL DESIGN GROUP IS A **VISUAL** AUDIENCE THAT COMMUNICATES DESIGN INTENT THROUGH LIFE SIZE PROTOTYPES. WE WERE ABLE TO ORGANIZE THEIR INTENSE PROGRAM USING **CET** AS OUR **ONLY TOOL** FOR PRESENTING. THE PRODUCT LAYERS AND MATERIALS SELECTIONS WERE CLEARLY UNDERSTOOD THROUGH **REALISTIC 3D** REPRESENTATIONS OF THEIR SPACE.

BUDGET, DEADLINE, CRAZY PROGRAM...BLAH, BLAH, BLAH. **CET** STREAMLINED THE SPECIFICATION PROCESS USING **SMART TOOLS** AND **CET CALCS** TO HELP OUR TEAM STAY ON THE MARK. THE **GRAPHICS** SEALED THE DEAL FOR OUR VERY PARTICULAR AUDIENCE.

+ PROGRAM

LESS THAN 3000 SF

40 WORK STATIONS

UNIQUE STORAGE SOLUTIONS
ORGANIZATIONAL WORKTOOLS
OPEN YET PRIVATE
CREATIVE DRAWING SPACE
FOCUSED

1 LARGE CONFERENCE ROOM

COLLABORATIVE
IDEA SHARING
DISPLAY SPACE
CRITIQUE AREA

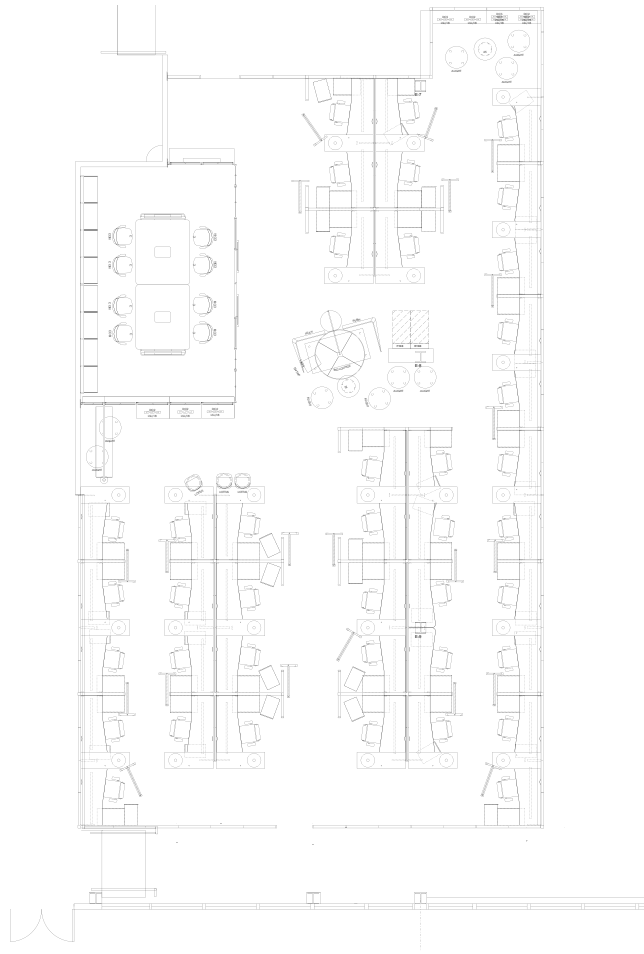
2 BREAKOUT AREAS

FLEX SPACE
COOL
RELAXED
SHARE VISION

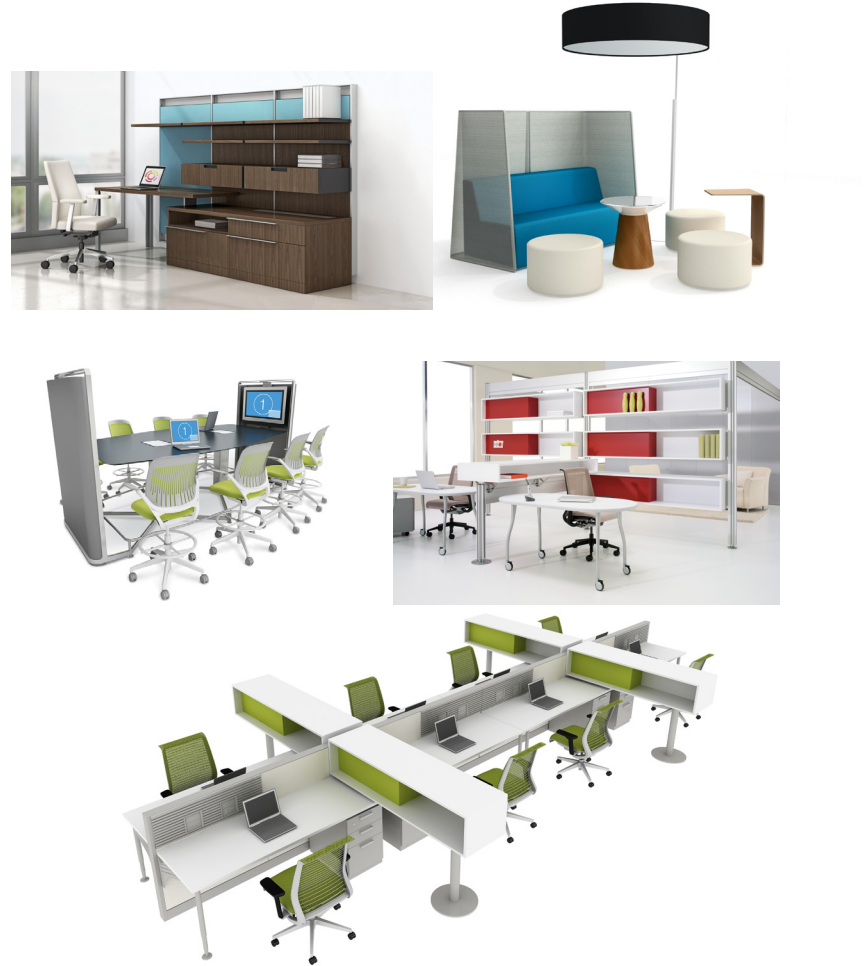
DISPLAY AREAS

PROTOTYPE DISPLAY
DESIGN REVIEWS
INTERESTING

+ FLOOR PLAN



+ PRODUCT





+ RENDERINGS AKA EYE CANDY

+ MATERIALS



+ RENDERINGS AKA EYE CANDY

+ MATERIALS



+ RENDERINGS AKA EYE CANDY

+ MATERIALS



+ RENDERINGS AKA EYE CANDY

+ MATERIALS



+ RENDERINGS AKA EYE CANDY

+ MATERIALS



+ RENDERINGS AKA EYE CANDY





+ HUGE WIN

WE HAVE CRACKED OPEN A DOOR THAT HAS BEEN SHUT TO **STEELCASE** FOR OVER **72 YEARS**.

THE **3000 SF** OF STEELCASE PRODUCT SITS AMONG **154,000 SF** OF THE COMPETITIONS DATED PRODUCT. WHEN HP BEGINS PHASING OUT OLD PRODUCT, STEELCASE WILL FINALLY BE IN THE GAME.

WE HAVE DESIGNED TO **SIMPLIFY**, DESIGNED TO **DIFFERENTIATE**, AND DESIGNED TO **INNOVATE** BY USING A STRAIGHT FORWARD AND ALL INCLUSIVE SOFTWARE PROGRAM.

GET ROCKS **!!!**